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WHAT IS CLAIMED IS

1. A data processing system for managing a financial services configuration comprising one or more financial sub accounts established by a legal entity issuing instruments evidencing ownership having a beneficial right in the legal entity wherein one or more owners of a beneficial right has investment control of allocations over one or more selected funds within one or more financial sub accounts, said accounts managed by a software program that initializes a storage means that partitions data concerning the legal entity, the owners of a beneficial right and associated investment funds and stores investment funds information on the storage means in separate files regarding one or more investment funds and calculate incremental increases or decreases in the value of the investment funds based upon market performance and allocates the results of the calculation of increases and decreases in the value of the investment funds and calculates the incremental income, expenses, and net realized gain or loss for the one or more investment funds on an aggregate basis and for allocates the results on a percentage basis in respect of the selected funds of the owners of a beneficial right and distributes and stores the increment or decrement in fund assets in the financial sub accounts.

2. The system as recited in claim 1 further including a display to one or more owners of a beneficial right a current value of a corresponding owner of a beneficial right separate account within the segregated account.

3. The system as recited in claim 1 further including a printer to one or more owners of a beneficial right a current value of a corresponding owner of a beneficial right separate account within the segregated account.

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4. The system as in claim 1 wherein said sub account includes at least one of a segregated accounts, a separate accounts, a partitioned account, a master trust, a protected trust, a custodial account, a special purpose fund.

5. The system as recited in claim 1 further including a means to retrieve fund information and calculate that information for an owner of a beneficial right and aggregate on an owner by owner of a beneficial right basis and to display for a corresponding owner of a beneficial right a current value of the owner of a beneficial right separate account within the segregated account and provide the means to calculate the amount due in respect of a death benefit and a living benefit.

6. The system as in claim 1 wherein said investment funds is a family of mutual funds.

7. The system as in claim 1 wherein said investment funds is a family of funds with the protection element of a death benefit.

8. The system as recited in claim 1 wherein said investment funds has the protection element of a death benefit that assures the beneficiaries of one of: (i) the higher of the account value at time of death, (ii) the original contract price, or (iii) its maximum contract value on a stipulated date during the period of time the instruments evidencing ownership are held by the owner of a beneficial right.

9. The system as recited in claim 1 wherein said the calculation of the incremental income, expenses, and net realized gain or loss for the one or more plurality of investment funds on an aggregate basis includes maintenance fee charges.

10. The system as recited in claim 9 wherein maintenance fee charges are deductible as an expense.

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11. The system as recited in claim 1 wherein the calculation of the incremental income, expenses, and net realized gain or loss for the one or more investment funds on an aggregate basis includes an administrative charge.

12. The system as recited in claim 11 wherein administrative fee charges are deductible as an expense.

13. The system as recited in claim 1 wherein said the calculation of the incremental income, expenses, and net realized gain or loss for the one or more plurality of investment funds on an aggregate basis includes a contingent deferred sales charge.

14. The system as recited in claim 13 wherein contingent deferred sales charges are deductible as an expense.

15. The system as recited in claim 1 wherein the value of an instruments evidencing ownership is the sum of a financial units allocated to a sub-account corresponding to an underlying sub account fund multiplied by the unit value for an investor's sub account.

16. A method for managing a financial service comprising the steps of: creating one or more financial sub accounts by issuing instruments evidencing ownership having a beneficial right in a legal entity wherein one or more owners of a beneficial right exercise investment control of allocations over one or more selected funds within one or more financial sub accounts, utilizing a programmed computer system performing the steps of: initializing a storage means that partitions data concerning the legal entity, one or more owners of a beneficial right and investment funds; retrieving investment funds information from the storage means and storing information into separate files regarding one or more investment funds; and calculating incremental increases or decreases in the value of the investment funds based upon market performance; allocating the results of the calculation of increases and decreases in the value of the investment funds; calculating the incremental income, expenses, and net realized gain or

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loss for the one or more plurality of investment funds on an aggregate basis; and allocating the results on a percentage basis in respect of the one or more owners of a beneficial right selected funds; and distributing and storing the increment or decrement in fund assets in a financial sub account.

17. The method as recited in claim 16 wherein said investment funds is a family of funds.

18. The method as recited in claim 16 wherein said investment funds are a family of funds with the protection element of a death benefit.

19. The method as recited in claim 16 wherein said investment funds has a protection element of a death benefit assures the beneficiaries one of: (i) the higher of the account value at time of death, (ii) the original contract price, or (iii) its maximum contract value on a stipulated date during the period of time the instruments evidencing ownership are held by the one or more owners of a beneficial right.

20. A computer readable medium having computer-executable instructions for performing a method comprising initializing a storage means that partitions data concerning a legal entity, one or more owners of a beneficial right and investment funds; retrieving investment funds information from the storage means, storing fund information into separate files regarding one or more investment funds; and calculating incremental increases or decreases in the value of the investment funds based upon market performance; allocating the results of the calculation of increases and decreases in the value of the investment funds; calculating the incremental income, expenses, and net realized gain or loss for the one or more investment funds on an aggregate basis; and allocating the results on a percentage basis in respect of the investor's selected funds; and distributing and storing the increment or decrement in fund assets in a financial sub account.

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21. A computer readable medium having stored thereon a data structure comprising a first data field representing the legal entity, a second data field representing the owner of a beneficial right, a third data field representing investment funds and fourth data field representing separate files regarding the investment funds, a fifth data field representing the calculation of increases and decreases in the value of the investment funds sixth data field representing the incremental income, seventh data field representing expenses, an eighth data field representing and net realized gain or loss for the investment funds on an aggregate basis; a ninth data field representing the allocation of the net realized gain or loss for the investment funds on a percentage basis in respect of the owner of a beneficial right selected funds and a ninth data field representing the increment or decrement in fund assets in the financial sub accounts.

22. In a computer system having a graphical user interface including a display and a selection device, a method of providing and selection from a menu on the display, the method comprising: retrieving a set of menu entries for the menu, each of the menu entries representing a investment fund characteristic; displaying the set of fund information and receiving a menu entry on the display; receiving a menu entry selection signal indicative of the device pointing at a selected menu entry from the set of menu entries; and in response to the signal, performing a search of a data base for a match to the fund characteristic represented by the menu entry, and calculating an owner of a beneficial right current value of an owner of a beneficial right separate account within the segregated account and providing the means to calculate the amount due in respect to a death benefit and a living benefit.

23. A method for managing a financial service comprising the steps of: depositing by an owner of a

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beneficial right with an intermediary, funds for the purchase of a segregated account company shares and corresponding instructions to purchase one or more funds with the proceeds of funds for the purchase; communicating the instructions to an agent to purchase the one or more funds and crediting the one or more funds to the segregated account company account, whereby the segregated account company pays for the purchase of the one or more funds.

24. The method as recited in claim 23 further including subsequent contributions comprising the steps of: depositing by an owners of a beneficial right through the intermediary a subsequent contribution of funds for the purchase of a segregated account company shares and corresponding instructions to purchase one or more funds with the proceeds of funds for the purchase; communicating the instructions to an agent to purchase the one or more funds and crediting the one or more funds to the segregated account company account, whereby the segregated account company pays for the purchase of the one or more funds.

25. The method as recited in claim 23 further including redemption of funds comprising the steps of: submitting by an owner of a beneficial right through the intermediary a request for the redemption of funds shares in the segregated account company; determining the eligibility to redeem the instruments evidencing ownership and if the owners of a beneficial right is eligible for the redemption then liquidating the one or more funds in accordance with owners of a beneficial right instructions, by communicating to an agent to redeem the one or more funds.

26. The method as recited in claim 25 further including the agent communicating to a funds transfer means to transfer a sale proceed to the intermediary and whereby the intermediary transfers funds to the owner of a beneficial right.

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27. The method as recited in claim 23 further including a death claim comprising the steps of: determining a beneficiary of an owner of a beneficial right eligibility to continue the account at a stepped-up valuation and if eligible then instructing the purchase of one or more funds in an amount of the stepped-up valuation, and communicating the instructions to an agent to purchase the one or more funds and crediting the one or more funds to the segregated account company account, whereby the segregated account company pays for the purchase of the one or more funds.

28. The method as recited in claim 23 further including a death claim with a stepped-up benefit with liquidation comprising the steps of: initiating a claim by the beneficiary of an owner of a beneficial right, and submitting by the intermediary a request for redemption of shares in the segregated account company, determining beneficiary eligibility to liquidate the instruments evidencing ownership and if the beneficiary is eligible for the redemption of shares, then liquidating the one or more funds in accordance with beneficiary instructions, by communicating to an agent to redeem the one or more funds.

29. The method as recited in claim 28 further including the agent communicating to a funds transfer means to transfer sale proceeds to the intermediary and whereby the intermediary transfers funds to the beneficiary.